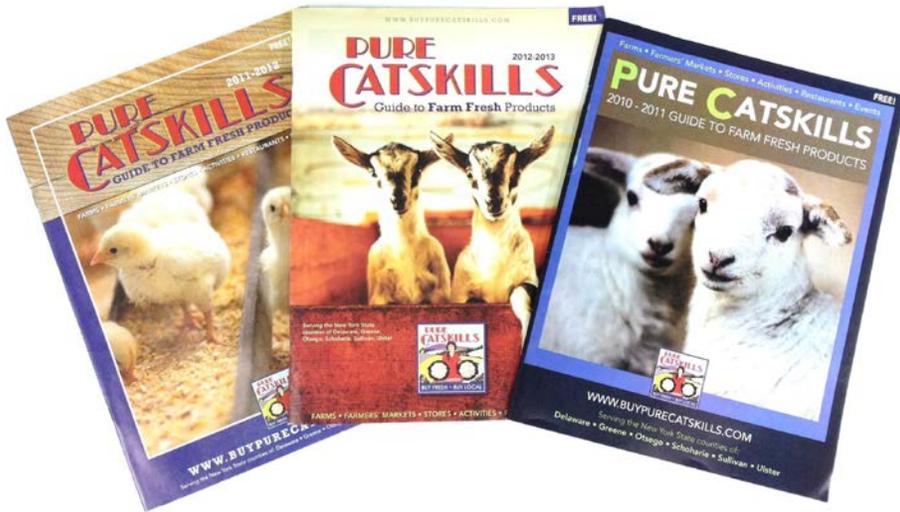


JOIN THE PURE CATSKILLS 2014 BUY LOCAL CAMPAIGN



Get in the Guide!

Now is the time to become a Pure Catskills member and to be listed in the **Guide to Catskills' Products**. Now entering its 11th year in print, the Guide has become the signature resource to find farm, food and wood-related businesses in the Catskills region.

This May, we will distribute **55,000 copies** to nearly 300 locations in Delaware, Greene, Otsego, Schoharie, Sullivan and Ulster Counties!
NEW THIS YEAR: the Guide will be available on the NYS Thruway at New Baltimore, Plattekill & Sloatesburg rest stops.

Local residents and visitors alike look to this full-color guide for the best of local products, farmers' markets, dining experiences, unique retailers and exciting local events.

Questions?

Contact Beth McKellips at 607-865-7090, ext. 217
bmckellips@nycwatershed.org

**DEADLINE IS April 4, 2014
NO EXCEPTIONS**

\$35

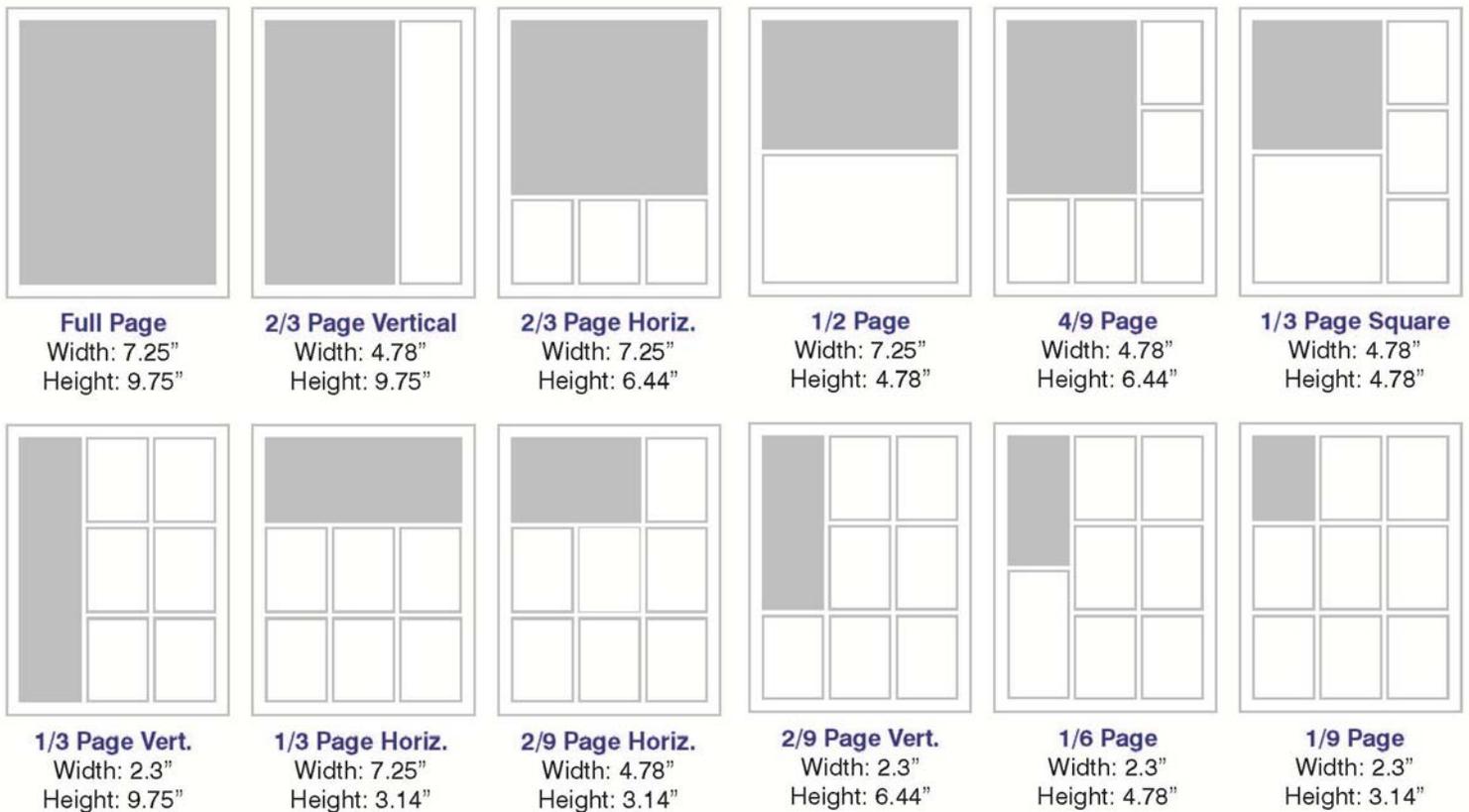
Membership

- **Printed Guide Listing** with contact information and a 50-word description
- A **detailed online listing** on Pure Catskills searchable web directory & a dedicated webpage to promote your business and products
- Use of the Pure Catskills **logo & other marketing materials** to enhance your marketing efforts
- **Promotional support for your products** through events, media mentions, advertising, social media and other targeted campaigns, including the Holiday Gift Guide and Wholesale Directory
- Sell your products online through the **Pure Catskills Marketplace**
- **And much, much more!** See a complete listing of member perks on page 6-7

ADVERTISING OPTIONS

All \$35 Memberships include Printed & Online Guide Listing with contact information and a 50-word description. Purchase advertising space, and the \$35 fee is waived.

	Cost		Cost		Cost
Back Cover	\$980	2/3 Page	\$540	2/9 Page	\$245
Inside Cover	\$900	1/2 Page	\$420	1/6 Page	\$175
Page One	\$840	4/9 Page	\$360	1/9 Page	\$125
Full Page	\$780	1/3 Page	\$300	Basic Membership	\$35



If you design your own ad, submit it as a high-resolution digital file (preferably in jpeg or PDF format). You can also send: Illustrator, Photoshop, Acrobat and InDesign files. All supporting fonts and photos must be included.

Ads may be submitted on a CD to **44 West Street, Walton, NY**, or emailed to **bmckellips@nycwatershed.org**. All ads must be postmarked or emailed by **April 4, 2014**.

Need help with your ad? We'll create one for you.
Contact Beth McKellips at 607-865-7090, ext. 217 bmckellips@nycwatershed.org

PURE CATSKILLS

2014 MEMBER SIGN UP FORM

Complete pages 3-4 and send with your payment to:

Pure Catskills c/o Watershed Agricultural Council
44 West Street, Walton, NY 13856

Or Register online at purecatskills.com

All \$35 Memberships include Printed Guide Listing and Online Dedicated Web Page for your business with contact information and a 50-word description. Purchase advertising space, and the \$35 fee is waived (see page 2 for advertising costs and ad sizes).

Member Listing Information:

- Use the **same listing and photo as last year** (you can always update your information online at purecatskills.com if needed)
- New or updated listing and photo** (complete this form as it should appear in print and attach photo)

Name of Business: _____

Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

eMail: _____ Website: _____

Select One County:

Delaware | Greene | Otsego | Schoharie | Sullivan | Ulster | Other

In 50 words or less, describe your business: (if more space is necessary, attach to this form.)

Please list my business in the following category (check one):

- Farms and Retail Members
- Farmers' Markets
- Restaurants
- Community Group
- Forestry and Wood Products

If you have an event you'd like to promote, please post it on our webcalendar at purecatskills.com.

I verify the information above is correct and as I wish to see it in the Pure Catskills Printed Guide and Online Directory:

Signed: _____

Date: _____

Check all that apply:

Farm & Food Products

- Accommodations
- Alcoholic Beverages
- Alpacas/Llamas
- Annuals/Perennials
- Apples
- Baked Goods
- Beef
- Berries
- Botanicals
- Butter
- Cheese
- Christmas Trees
- Cider
- Coffee/Teas
- Community Group
- CSA
- Dairy
- Eggs
- Elk/Venison
- Fish
- Flowers
- Forest Products
- Fruit
- Game
- Garlic
- Goat
- Greenhouse/Nursery
- Grocer/Store
- Groups Welcome
- Honey
- Horses
- Jams, Jellies, Pickles
- Ice Cream/Gelato
- Lamb
- Maple Products
- Meats
- Mushrooms
- Packaged Food
- Pork
- Poultry
- Prepared Food
- Produce
- Rabbit
- Sausage
- Seedlings
- Tours/Activities
- Turkey
- Vegetables
- Wines
- U-Pick
- Wool/Fiber
- Yogurt
- Other: _____

Wood Products

- Flooring/Moulding
- Furniture
- Home Goods
- Lifestyle
- Lumber
- Custom
- Other: _____

PURE CATSKILLS

2014 MEMBER PAYMENT FORM

Complete pages 3-4 and send with your payment to:
Pure Catskills c/o Watershed Agricultural Council 44 West Street, Walton, NY 13856

I have included:

Membership Materials:

- Nothing! Please use last year's listing and profile picture
- Minor Changes. Please use last year's listing with changes noted on Member Sign Up Sheet (page 3).
- A new photo! (Please send a high-resolution photo.)
- New membership listing and high-resolution photo

Advertising Materials:

- Enclosed is my ad or ad materials.
- Please use last year's ad with changes (as listed on form).
- Please call me to set up an appointment to discuss ad design.

Payment Information:

Basic Membership: \$35

Ad Purchase: \$ _____
(Includes \$35 membership. See page 2)

Total: \$ _____

- Check enclosed payable to **"Watershed Agricultural Council" or "WAC"**
- Pay by credit card

Credit Card Number: _____

Exp. Date: _____

Signature: _____

**All materials must be received or postmarked by April 4, 2014
NO EXCEPTIONS**

PURE CATSKILLS

2014 MEMBERSHIP STANDARDS

Additional information available at purecatskills.com

Pure Catskills is a buy local branding campaign sponsored by the Watershed Agricultural Council. By promoting local natural-resource based products and the businesses that produce and sell them, the Council hopes to enhance the profitability of the region's working landscapes. This branding campaign is a partnership between the Council and Catskill region businesses, and includes the annual Pure Catskills *Guide to Catskills' Products*, as well as signage, events, advertising, media outreach and promotional materials. *The Pure Catskills* name and logo are registered trademarks by the Council, and in order to ensure quality standards and authenticity, may only be used by campaign partners who adhere to the following requirements.

Pure Catskills membership is available to local businesses including farmers, forestland owners, artisans, stores, restaurants, markets, retailers and others who support the Pure Catskills mission to protect and promote working farm and forestlands. Regional farm, food and wood organizations that work in partnership with Pure Catskills are welcome to submit membership information for inclusion the buy local campaign.

Campaign Membership Requirements:

All members will:

- Pay the annual membership fee to be promoted in the Pure Catskills annual *Guide to Catskills' Product*. These rates will be determined annually.
- Display the Pure Catskills logo in the place of business and in promotion and advertising where appropriate.
- Fill out a survey at the end of each year to help the campaign track the growth in sales of local products and continue to refine and develop the campaign.
- Members with websites will link to the Pure Catskills website (and will get a reciprocal link in their online listing).
- Endeavor to promote only licensed and insured farm and forest products within their listings.
- Be located in Delaware, Otsego, Ulster, Sullivan, Schoharie or Greene County. Businesses within 25 miles of the Pure Catskills region will be considered, pending staff approval, if a majority of their products are sold within the region.

Retail & restaurant partners will:

- Increase the purchase of locally grown food and wood products, giving preference to such purchases whenever possible with regard to availability and price.
- Feature locally grown foods and wood products when available with appropriate specials promoted by prominent displays wherever practical.
- Permit the use of their business name in Pure Catskills campaign-related efforts.

- Participate in periodic promotions and celebrations such as "meet the farmer" and "local food tastings."
- Provide verifiable indicators of buying local farm or forest products. Staff may request list of suppliers or sample menu to complete verification.
- Be listed in the Pure Catskills *Guide to Catskills' Products*.
- Members DO NOT need to produce or sell only all-local products, but will not be able to use the Pure Catskills logo on products that do not meet the logo usage requirements. All members will be listed in the Pure Catskills *Guide to Catskills' Products*.

Logo usage standards:

- For a product to carry the Pure Catskills logo, it must be grown in the region, or made with at least 50% materials or ingredients grown in the region (Delaware, Otsego, Ulster, Sullivan, Schoharie or Greene County).
- For a restaurant or a store to use the logo, they must be a Pure Catskills member, and commit to using Pure Catskills products whenever possible. Products which are not made with at least 50% materials or ingredients from the region cannot be promoted on a menu or in a store as "Pure Catskills."
- Farms, artisans, lumberyards, restaurants, stores, nonprofits, caterers, banks and equipment dealerships are all examples of the types of businesses that may become Pure Catskills members, be listed in the annual guide and on the website, and receive the benefits of promotion. However, only those farms and forestry-based businesses meeting the above 50% guideline for their products may display their products with the Pure Catskills logo on them.

PURE CATSKILLS

2014 MEMBERSHIP BENEFITS

■ **Be a part of a regional identity:**

- Use of the Pure Catskills brand in your advertising & promotional efforts
- Power in numbers: affiliate with Pure Catskills and the brand works for you when consumers recognize the PC brand at over 200 member locations

■ **Print Guide to Catskills Regional Products**

- Listing in the Guide
- Advertising available at additional charge
- 55,000 copies (5,000 more than 2013) distribution across region and NYC with distribution points:
 - Over 300 outlets in the Catskills region
 - CSA boxes
 - NYS Thruway outlets: New Baltimore, Plattekill & Sloatesburg rest stops.
 - Greenmarkets
 - City events like International Food & Restaurant Show at the Javitz Center, Local Food & Travel Expo Brooklyn, New Amsterdam Market
 - Local events like Cauliflower Festival, Delaware County Fair, Taste of the Catskills
- Two copies mailed to you with additional copies sent upon request

■ ***purecatskills.com***

- A dedicated webpage for your business
- Direct affiliation with a website that draws over 3,000 unique visitors each month
- Placement of your events in our web calendar

■ **Marketing efforts benefitting Pure Catskills members**

- We recommend only PC members when fulfilling inquiries for retail product requests.
- We recommend only PC members when fulfilling inquiries for wholesale product requests.
- We sample your products at various events and tastings throughout the year (Pure Catskills purchases your product at retail in order to sample).
- Chance to be the Pure Catskills Member of the Month
 - First 12 membership renewals guaranteed to be featured
 - Featured banner ad on WatershedPost.com
 - Featured story on WatershedPost.com
 - Additional social media promotion through eNews, Facebook, etc.
 - Story supplemented for send out as press release
 - Video interview to be used on purecatskills.com and also available to you to use on your website.
- Pure Catskills brand print advertising in various magazines such as
 - *Edible Hudson Valley*
 - *Edible Jersey*
 - *The Valley Table*
 - NOFA-NY print newsletter
 - *Catskill Mountain Region Guide*
 - *Hudson Valley Museum Guide*
 - *Catskill Country*

- *Kaatskill Life*
 - Others as opportunity presents
- We use only Pure Catskills members as sources for articles in *Catskill Mountain Region Guide*, *Green Door* and *Edible Hudson Valley*.
- Promotional opportunities for you to represent your products at Pure Catskills sponsored events like the International Food & Restaurant Show
- Radio mentions in interviews and Pure Catskills promotions on various stations
- **Special promotions and affinity group promotions:**
 - CSA rack card
 - Farmers' market rack cards
 - Farm accommodations
 - Beef, botanicals, fibers, wood products
 - Hudson Valley Restaurant Week
 - Wholesale Directory
 - Holiday Gift Guide
 - Farmer's Market of the Week
- **Social Media Promotions**
 - Pure Catskills Facebook Page: We help you promote your events and products through our FB Page, with nearly 3000 followers.
 - Pure Catskills Twitter: We reach out through this social media outlet as well, albeit we're still learning how to put this tool to work best for our members.
- **Pure Catskills Marketplace:**
 - Members are invited to sell their products online through PCM beginning Fall 2014.
 - The profile and product pages are free. Members pay 15% commission on sales at time of purchase and are responsible for product fulfillment and shipping.
- **Educational opportunities**
 - Farm to Market Connection, our annual direct marketing conference
 - Producer groups such as value-added dairy, beef, sheep-goat, grazing
 - Specialty marketing opportunities such as Catskills Family Creameries, Sullivan County Maple Syrup, West Branch Farm Trail
 - 1-on-1 marketing assistance with experts like Julia Reischel and Pure Catskills staff
 - Participation in the NY Locavore Challenge every September with NOFA-NY
- **Point of Purchase Promotional Materials**
 - Banners, shopping lists, chip clips, pens, shopping bags, PC Member metal sign, tees, hats, stickers, oak tags for display pricing, hang tags
 - Event kits: banner, literature rack, literature, educational posters about the hydrologic cycle/buying local/clean drinking water
- **Catskill Food Guide**
 - 20% ad discount if placed by October 1
 - Free online listing in the Watershed Post's business database
- **Additional Partnership Opportunities:**
 - We're exploring other ways to enhance membership value with retailer discounts, educational incentives and promotional venues. Got an idea? Let us know!

PURE CATSKILLS MARKETPLACE COMING FALL 2014!



**We're developing an online store,
Pure Catskills Marketplace.**

This new tool provides Pure Catskills farm, food and wood business members an e-commerce portal through which they can market products to millions of online shoppers.

We are currently testing the Marketplace with 12 pilot vendors. At the same time, we are **enlisting the next 40 vendors** in preparation for a public launch mid-year.

Do you have a product that you want to sell online but aren't sure where to start? Or maybe you're already selling online but want to expand. Backed by the buy local brand so many have come to know through the Guide, website and at the many events we participate in each year, the Pure Catskills Marketplace is sure to offer your business new and exciting opportunities!

Questions?

**Beth McKellips at (607) 865-7090 ext. 217
bmckellips@nycwatershed.org**

Are you ready to learn more about the Marketplace?

Join us for this exciting new opportunity! Call Beth McKellips at (607) 865-7090 ext. 217 or complete the following and send it in with your member form. A team member will call you to discuss!

Name: _____

Business: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

Website: _____

Products to sell online: _____
